

October 1955

Volume 34

Number 401

# ***LABOUR ORGANISER***

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**STOCKTON-ON-TEES C.L.P.** — Applications are invited for the post of Secretary/Agent. Salary and conditions as per National Agreement. Application forms can be obtained from the Secretary, 2 Hume Street, Stockton-on-Tees, Co. Durham, to whom they must be returned not later than Thursday, 27th October, 1955.

**BROMSGROVE C.L.P.**—Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with National Agreement. Excellent financial position ensures that car, if required, and staff will be made available to successful applicant. Application forms available from C. Burrows, 74 Worcester Road, Bromsgrove, Worcs., to whom they must be returned not later than Wednesday, 2nd November, 1955.

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**REIGATE C.L.P.**—Applications are invited for the post of full-time Secretary/Agent. Salary and conditions in accordance with the National Agreement. Car available. Application forms obtainable from Mr. R. N. Bottini, 77 Ockley Mead, Godstone, Surrey, to whom they must be returned not later than 31st October, 1955.

The columns of the *Labour Organiser* are open to anyone with something interesting and informative to say on those specific subjects in which the magazine deals.

Many readers may not realise that the new idea which they have conceived and put into successful practice will most likely be of value to their counterparts in other places. Therefore, if you have developed something new, either on an old problem or a new one, write it up and let the rest of the Labour movement have the benefit of your knowledge.

Don't forget the deadline for the receipt of all contributions is the 15th of the month for publication the following month.

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# THE LABOUR ORGANISER

EDITOR: A. L. WILLIAMS

PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

VOL. 34. NO. 401

OCTOBER, 1955

PRICE FIVEPENCE

## Election Petition Succeeds

"EVERY entrance to the Court-house at Enniskillen, County Fermanagh, was guarded by armed police yesterday when more than 200 witnesses attended the first Election Petition Court since the establishment of Northern Ireland in 1921, to decide who is to be M.P. for Fermanagh and Tyrone"—so read the opening paragraph of a report in the *Manchester Guardian* dated 31st August, 1955.

This indicates the extent of the interest and speculation that has centred around the election of the Sinn Féin candidate, Mr. Philip Clarke, at the General Election in May, and the consequent petition brought by the defeated Conservative candidate, Lt.-Col. R. G. Grosvenor.

The interest doubtless was stimulated by the happenings in the nearby constituency of Mid Ulster. There, as a result of the House of Commons declaring that Mr. Mitchell, the Sinn Féin candidate, was incapable of being elected to the House, a new election had been ordered. Mr. Mitchell stood again and was returned by an increased majority.

So in this petition doubtless lay the solution to the problem that now faces both the Government and Mid Ulster.

The case for Lt.-Col. Grosvenor was that Mr. Clarke, serving a sentence of 10 years for treason-felony in Belfast Prison, was incapable of being elected to the House of Commons, and therefore sought a declaration that he was disqualified and should be unseated.

The petition further alleged that the

30,529 votes cast for Mr. Clarke were "thrown away and were thereby null and void" and sought to establish that the 30,268 votes received for Lt.-Col. Grosvenor were a majority of the valid votes cast in the election, and that he should therefore be declared elected in Mr. Clarke's place.

In support of this claim it was stated that it was made abundantly clear prior to the election that Mr. Clarke was a person convicted of treason-felony and serving imprisonment for more than one year. Notices giving warning of Mr. Clarke's disqualification were also posted at 150 polling stations. These notices made it clear that any votes cast for Mr. Clarke would in fact be thrown away. Similar notices were sent out to 30,121 electors whose names and addresses were known.

Counsel for Lt.-Col. Grosvenor sought the permission of the Judges to examine certain of the votes cast, and suggested that a bundle of 1,000 votes cast for Mr. Clarke might be taken. It was pointed out that because Mr. Clarke's majority was only 261, if 262 votes were examined and found to have been cast by the addressees of the notice, it would show that Lt.-Col. Grosvenor would have been the recipient of the majority of lawful votes.

After hearing the evidence of 100 witnesses, application for the scrutiny of the votes was made, though it was contended that irrespective of the scrutiny the case had been covered by evidence. "Nobody in this country," it was said, "who thought of politics at all—and some would say that in this country (Ireland) where politics take a prominent

place and always had—could fail to know that Mr. Clarke, and his neighbour, Mr. Mitchell, had in fact been convicted and were serving a long-term sentence for treason-felony."

The Judges, after considering the evidence, ruled that Mr. Clarke was incapable of being an M.P. and that Lt.-Col. Grosvenor, the defeated Unionist candidate was duly elected and ought to have been returned.

Lord Justice Black, referring to the steps taken to inform the electors of Mr. Clarke's disqualification, said it was well established in such cases that it was necessary to prove only that the electors had notice of the fact of the candidate's disqualification and not necessary to prove that he was aware of the legal result entailed by such disqualification.

The Judges were satisfied that Mr.

Clarke's disqualification was a matter of notoriety throughout the constituency and that a number of persons, far in excess of the majority, recorded their votes in his favour with a good knowledge of his disqualification. The Judges believed it was not necessary to decide upon the application for a scrutiny of the ballot papers.

There the matter ends so far as the Court decision is concerned, but whether it will be so in the political field is still open to conjecture.

One thing is clear, however, that great care must be taken about the qualification of candidates. This case makes it amply clear that where a candidate does stand, and it can be shown that the electors have been made aware of his disqualification, those votes can be "thrown away".

## Regional Council beats M.P.s

ON Saturday, 23rd July, 1955, for the third successive year, the East Midlands Regional Council organised its outdoor rally at the Co-operative College, Stanford Hall, near Loughborough.

We had been fortunate in securing as our chief speaker, the Rt. Hon. C. R. Attlee, M.P., together with Mrs. Harriet Slater, M.P., representing the Co-operative Movement, and Mr. Wilfred Burke, M.P., representing the Trade Unions.

The weather was matched by the perfect surroundings of Stanford Hall, so everybody enjoyed themselves to the full. Attractions included swimming, bowls, tennis, putting, and, of course, the usual sideshows.

Then, of course, there was the cricket match—Parliamentary XI v. Regional Council XI—which resulted in a win for the latter by two wickets, the scores being 51 and 52 for 8. The Chief Whip of the Party, Mr. H. W. Bowden, M.P., was one of the Parliamentary XI, which consisted of Members of Parliament and candidates from the region and was captained by Mr. George Lindgren, M.P. The Regional Council XI was drawn from the Executive Committee.

The Nottingham Co-operative Society staged a fashion parade in the hall's luxurious theatre and this was followed by a dancing display by the Mayfair

School of Dancing, Loughborough.

Music was provided by the Kirkby Colliery Welfare Band, which had been provided through the generosity of the Nottinghamshire Miners' Union.

Mr. George Lindgren gave a swimming display in the open-air swimming pool in the grounds.

An apron competition, aprons to be made from material costing not more than 2s. 6d., was also organised and was judged by Mrs. Attlee.

For the children sports were organised, but parents joined in and if the noise they made was anything to go by they thoroughly enjoyed themselves.

The size of the crowd was a little disappointing and there is a possibility we shall lose a little money on it, but I am sure the event was well worth while. It gives our people an opportunity to get together in ideal surroundings and many parties are now beginning to organise their own annual outing to it.

The Co-operative Union and their staff are always most helpful and do all they can to ensure the smooth working of all our arrangements. On this occasion they invited Mr. and Mrs. Attlee to dinner the evening before the event and both of them were thus able to enjoy in peace the ideal surroundings of the college before the rally commenced.

J. CATTERMOLÉ



DO YOU read *The Times* so carefully as to get full value for your fourpence a day? If so, you can skip the rest of this article. If not, please read on.

To write a balanced "leader", in good English, while obviously in the throes of dyspepsia, is no small achievement. One regrets that this worthy newspaper so stubbornly conceals the names of its writers until they are dead. It's too late then to pay them personal compliments. However, to the unknown writer of the leading article of September 13th, here is this critic's sober appreciation.

UNDER the title "In Decline?" (note the "?") he discusses the Labour Party's Annual Report, just received, and leaves nothing out on the debit side whether of fact or fancy. The Report "must be depressing reading not only for the Party's own supporters but also for those who know that it is in the national interest that there should be an Opposition party sufficiently vigorous and competent to provide an able alternative Government".

"The story it tells is one of apathy and decline." He supports this by listing the drop in the General Election vote, the reduction in individual membership, the decrease in the number of full-time agents, and the decline in the membership of the League of Youth.

In the light of all this "the picture is of an aging party, divided within itself, lacking vigour at the top and zeal at the bottom, inadequately organised and inadequately financed, unable to attract the young men and women who might rejuvenate it".

TURNING then to the credit side he admits that the foregoing is not the whole picture and that the party can still rely on the loyalty, *if not the enthusiasm* (my italics), of a great mass of working men and women. It was still able to obtain the support of more than 46 per cent of those who voted at the General Election.

His ruminations on the changed social conditions of this generation are shrewd

# We Decline to Decline

and penetrating. The Labour Party, he says, was built on the many's discontents, "but it cannot in all conscience—or in expediency—be satisfied any longer to be the party of the depressed". He recognises the "selfless devotion of men and women who felt so strongly the necessity of creating a new system of society that they were prepared to spend long winter evenings in dusty committee rooms or tramping from doorstep to doorstep".

He is of the opinion that they have now got so much of what they sought, even if they are not wholly satisfied, that the urge for better things is no longer strong enough to take them away from the fireside and the television.

In regard to finance, he speaks bluntly. The average workman as both Trade Unionist and Individual Member pays less than one-tenth of one per cent of his earnings in contributions, and "there is no reason why he should continue to starve" the Labour Party.

AT the end he is far from cheerful. "The next year or so will either see the turning point or a more rapid and disastrous decline which would leave the British political scene in a state of difficult and unwelcome transition."

Well, friends, it is salutary to "see ourselves as others see us", even though the others may be slightly myopic. Much of what this good man says is well worth thinking over. We took a good beating last May, one that hurt, and we are still sore from it.

We certainly have to strengthen our machine and eradicate palpable defects, but if (as our leader-writer appears to suggest) socialism consists of no more than refrigerators, washing machines and television sets for everybody, some of us in our gloomier moments will wonder if we have wasted our lives. In organisation and evangelism the Movement must rededicate its unconquerable soul.

# BUILDING UP YOUR CANDIDATE

by Walter Brown

	LABOUR VOTE	TORY VOTE	LABOUR MAJORITY
1945 ..	19,250	15,534	3,716
1950 ..	24,855	24,378	477
1951 ..	26,390	25,543	847
1955 ..	26,645	24,198	2,447

THE above figures show the progress made in this constituency in 10 years. There was some revision of boundaries following the 1945 election which increased the electorate, but the only alteration since that date has been a very slight one in 1955 which added *two* electors to the constituency.

It will be seen that the figures for the 1951 and 1955 elections were completely contrary to the national trend. Without any outside influences in our favour, our majority has been increased almost six-fold since 1950.

Can any other constituency show the same improvement in five years?

What is the secret of our success? This is not an easy question, and there's no simple answer. Firstly, we have a splendid candidate in Arthur Bottomley, who, since he first won the seat from the Tories in 1945, has steadily increased his popularity and stature in the constituency, and whose record of achievement both in the constituency and in the House has become a recognised fact in this area.

It is not only necessary that the candidate should be popular and respected in the constituency, *but that the electors should know and accept this fact.* By the careful use of slogans, such as 'Always in Service for the People', 'The Best M.P. you have ever had', etc., always used in association with the name of Bottomley, we have sought to force home this message; not just at elections, but *all the year, and every year.*

Chairmen have always been briefed to use this method in introducing him at meetings, posters outside the party headquarters have carried his name and one of these slogans for 12 months every year, reports in the Press have always stressed this angle, and all welfare work and constituency work is done in the name of the M.P.

Leaflets advertising meetings, bazaars,

canvassing visits, etc., have always pressed home the point, until it is better known than anything else.

We never allow the electors to forget they have an M.P. of whom they can be proud. To-day, the name of Bottomley is known in every household in the constituency and is automatically associated with good service, fair play, etc.

The party members believe implicitly in Arthur Bottomley, and so carry their message to the electors with sincerity, and with conviction. Whatever else we quarrel about, we are united in admiration and respect for 'Our M.P.'

Given this as a basis upon which to organise an election campaign, we had the task of putting Arthur Bottomley over to the people in keeping with the atmosphere we had created in ten years of propaganda work. Our object was to press home our advantage in adverse circumstances.

The Policy of the Party was not forgotten. The manifesto was delivered to every house together with our own

***The recent tendency has been to discount the value of the candidate in Parliamentary elections, but the results last May proved that a good candidate is worth much more than the experts believed. In this article the Rochester & Chatham agent tells how to build up your candidate.***

preliminary leaflet which set out to portray by word and illustration the fine work 'Our M.P.' had done. The election address stressed the economic problems, and the need for Socialist planning.

Every possible means of keeping the name 'Bottomley' before the people was used. Twenty Sixteen-sheet sites were secured, mostly in good positions, and the problem was to make the best use of these sites.

Realising that to endeavour to copy the elaborate style of commercial advertisers, would be both expensive and wasteful, as such posters would only blend in with the general colourful appearances of the large



poster sites, we went to the opposite extreme with a simple poster.

The poster artist was asked to produce a plain white poster with the slogan 'Vote for Bottomley' splashed on as though it had been done by an amateur with a whitewash brush and a bucket of red paint. The effect was striking in its simplicity.

This poster display was supplemented by 1,000 crown posters—all used in windows with prominent positions, and carrying various slogans—'Bottomley on Top Again', 'Always at your Service—Vote Bottomley' (this one in three colour with Dayglo), 'Give Bottomley your confidence again'.

In addition there were 30 six-sheet boards placed in strategic positions, with Dayglo-posters. (As single sites away from the maze of commercial advertising colours, the use of three colours, and in particular Dayglo, was most effective.)

The whole display was rounded off with 15,000 window bills (8" x 10") with the candidate's photograph (people like to put up a good photograph of the candidate) and the slogan once again—'Always at your Service'.

The whole display was backed up by poster parades, which were increased and intensified as the campaign warmed up. Outside large factory gates, as the workers rushed out at tea-time, outside the railway stations as the main rush-hour trains came in, down the High Street at the peak shopping periods, in the local market, by the main bus stops, and at many other crowded positions, a team of 15 to 20 women and men paraded with the variety of posters mounted on stiff boards, supported by a loudspeaker car and the candidate.

This type of propaganda was gradually built up until in the last few days, the poster squad were rushing from one site to another in order to catch the maximum number of people.

The main problem of an election is always to get the maximum number of supporters to vote, and we faced this on the basis that the only way we could achieve this was to build up a mounting enthusiasm, not only among our own workers, but among all our supporters.

We regarded this as priority number one of the campaign, and everything else was dovetailed into our plan to achieve maximum enthusiasm on polling day, backed by good, enthusiastic teams for

'knocking-up' on a well-canvassed record.

It was vital that the climax of enthusiasm should not be reached too soon, and the intervention of municipal polling day in the midst of the campaign, made this a difficult proposition.

It worked, as the figures showed. We produced an 83.7 per cent poll, well above the average poll for the country, and as the Tory vote was down by 1,350, this means that we polled an even higher percentage of our supporters. Reports from Committee Rooms confirm this, and in some instances they were reporting 'every single Labour promised has polled' as early as 8.15 p.m.

This election has proved the success of steadily building up over a number of years towards a specific object. Every week, every year, we are always endeavouring to build up the Member of Parliament, and no opportunity is lost of putting this theme over to the public.

We are now planning for a further increase in our vote and our majority in the next General Election, when ever it may come.

During the recess, the M.P. is once again on the doorstep, addressing factory-gate meetings, and carrying out many of the similar activities. No one in Rochester and Chatham can say, "He only comes round when he wants our votes."

Our election campaigns do not include stunts, but the natural repetition of activities conducted *each* year, specially adapted and intensified for the election campaign.

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## Bee-keeper

THE name of A. Norman Schofield is well known to party agents and workers as the author of *Parliamentary Elections* and *Local Government Elections*. He is also Town Clerk at Southampton.

It appears that, in addition to the many calls that must be made upon him in these rather exacting roles, even further appeals have been made for his assistance. This time in his capacity as a bee-keeper! His hobby must be fairly well known in Southampton, as recently he was called upon to deal with four swarms of bees in the course of eight days.

# Birmingham Plans Attack

*Birmingham Borough Labour Party has studied the lessons of recent elections and now has a plan for gaining future victories. This plan is here outlined by the West Midlands Regional Organiser.*

ALTHOUGH Labour retained control at the Birmingham City Council elections, and again held nine seats at the following General Election, it was recognised that serious consideration had to be given to the position of the party in this great city.

Mr. Harold Nash, the secretary of the Birmingham Borough Labour Party, wisely believes in giving his committees full opportunity to consider detailed memoranda—it is unfair and inefficient to present long verbal statements to a committee, and to expect the proper response.

## THOROUGH STOCKTAKING

A thorough stocktaking was essential; so he first presented a detailed factual report on the General Election, which was considered by a sub-committee and then by the full Executive Committee.

It must be remembered that, prior to 1945, Labour had not a single Member of Parliament in Birmingham—in 1945, ten were returned, and following the 1948 redistribution, nine seats have been held.

Voting figures were analysed; since 1950 Labour's vote has dropped by 52,000 and the Tories by 15,000. For the first time since 1945, the party is without an overall majority of Parliamentary votes, securing this time 49.9 per cent.

This 11-page survey then proceeded to review the election campaign and result in each of the 13 constituencies. These were commendably frank, and very much to the point. No effort was made to gloss over weaknesses.

It stressed the urgency of the position. The party now holds five marginal seats—All Saints (1,307), Northfield (2,884), Perry Barr (1,680), Sparkbrook (3,211) and Yardley (3,124). Four others—Aston, Ladywood, Small Heath and Stechford have reasonable majorities. Of the four

Tory seats, Selly Oak is the most favourable to the party with a 6,720 majority—the others being Edgbaston, Hall Green and Handsworth.

Mr. Nash made appropriate comments on the effect on the results in the city of the national position of the Party, and frankly stated—"In the early stages of the General Election, agents were struggling along with a skeleton of organisation and with very few workers. There was a complete lack of interest—the like of which I have never seen before. This situation cannot be allowed to continue . . . I believe it is insufficient to wait until the national Party take action. We have as great a responsibility as they have."

He said there must be re-organisation; the local party must be honest enough to face up to weaknesses and to organise to secure added strength.

The Executive Committee considered this report together with some preliminary recommendations. Final consideration was deferred pending the presentation, by the secretary, of a supplementary report on the state of organisation within the city.

Having thus initiated a preliminary stocktaking, Mr. Nash then proceeded to present a further frank and revealing memorandum.

## CITY COUNCIL

He further underlined the position by stressing the party's precarious hold of the City Council. Since 1945, when a revolution took place in Labour's representation, the control has swung from one side to the other. Labour has now held power since 1952, but in May lost 11 of the 13 gains made in 1952, winning only 17 of the 38 wards.

Labour's majority has only been maintained by attention given by the borough party each year to a number of selected marginal wards.

Intensive effort is needed if the party



is to maintain its slender majority of 10 on the total council of 152 members.

This survey next dealt with the effect of repeated redistribution. In 1948, extensive Parliamentary redistribution affected all but one of the constituencies; this year only two of the 13 constituencies were unchanged, the others all being considerably altered.

To this must be added the upset of major local government ward distribution, which took place only 12 months previously. No less than 31 of the then existing 34 wards were drastically changed and four additional wards were created.

## HOUSING DEVELOPMENT

Housing development is also creating many complications. In the central areas population is moving out at such a rate that it is virtually impossible to maintain officers in those wards.

With this preamble, the survey got down to a detailed analysis of the state of organisation in each constituency. This frankly stressed weaknesses where they exist and proposed action that should be taken. Space does not permit details to be given—but *this frank stocktaking is essential if any party is to determine its future development.*

The Executive Committee tackled the report in a most workmanlike manner, and as well as considering separate proposals for the individual constituencies, some very important decisions were taken for the city as a whole.

Six constituencies have been marked down as priorities to receive special organising attention. To plan this it was necessary to consider redeployment of the present limited full-time staff—the secretary and two assistant organisers. Each of the assistant organisers are to be given oversight of two of the more marginal constituencies; they will not supersede the existing officers in any way, but will work with them and plan and carry through special development work to strengthen the various party organisations.

A membership campaign is to be launched in the autumn. "New blood is urgently needed, and it is not to be found from the existing membership." All possible help is to be given those constituencies and ward parties able to participate, and the Borough Party will accept

financial responsibility for the provision of suitable literature.

It is known that the Birmingham Tories have something like 20 full-time organisers, with a large clerical staff, and there is a crying need for our party to have additional full-time staff. The aim of an agent for each constituency will not be achieved for some time; hence the only practical alternative is the employment of a mobile central staff to carry out organising work as required.

The committee decided that the employment was essential of a few full-time or part-time canvassers to work with the organisers on special field work, and, if finances permit, there must be additional full-time organising staff. How can this be achieved on the existing limited financial resources?

In the August *Labour Organiser*, Mr. Nash described the work of the Birmingham Trade Union Liaison Committee. This body proposed talks to see what additional help might be given from the Trade Union movement. This gesture is to be grasped, and representatives of the borough party will meet the committee to see if additional finance can be forthcoming to permit the adoption of either or both these proposals.

## INTERNAL DIFFERENCES

As an effort to eradicate internal differences which have affected the party machine in Birmingham, as in most other parts, an experiment is to be attempted to have regular policy discussions on the lines of the old 'Labour Church'. It is intended to have frank and friendly exchange of views, free from any link-up with resolutions.

The Birmingham Group of Labour M.P.s. has given its blessing to this proposal, and two Members are to serve on a small committee to work out details. It is intended to start on modest lines and the experiment will be reviewed at intervals.

An early conference of representatives of constituency and ward parties is to be convened to outline these proposals and to rally the entire city behind the need for action.

There is nothing spectacular about the proposals; they are workmanlike, and are an effort to face up to the needs of the day.

**H. R. Underhill**

OVER the years a good deal of thought has been devoted within the Party to perfecting committee-room organisation, and there have been discussions on the subject in this paper. But although some new methods have been introduced, it nevertheless remains true that on polling day our parties use a set of techniques which have grown up like Topsy, which have become traditional, and which have resulted in people doing the same things because they've always done them, without considering or knowing what purpose they serve or whether they serve any purpose at all.

### Four Defects

There are, to my mind, four outstanding defects in the party's standard polling day practices. They are as follows:

(i) Time and effort are devoted to the useless purpose of keeping a running score of how many 'fors' and 'againsts' have voted and which side is winning. There's no purpose in this at all, just as there's no purpose in any other job in providing any sort of information which cannot be the basis of action.

The man who has the job of counting and announcing the relative scores of the two sides is the returning officer, and in due time he will announce them more accurately and more authoritatively than we get them from our committee rooms. The committee-room personnel won't do their job properly unless they realise that *their concern is not with the people who have voted but only with the people who haven't voted.*

The general habit is that when the agent or the candidate calls round at a committee room during polling day and asks how it's going, he's told something like this: "At five o'clock 1,142 had voted. Of these 522 were ours, so that leaves 620 against, so we're 98 behind. That's pretty good. It's about 30 less behind than we were at five o'clock last time."

So where does that get you? Precisely nowhere. And what can you do about it? Precisely nothing.

What I want to be told when I go into a committee room is this: "We had 1,654

# KNOCKING HOW TO

Systems of canvass and 'knock-off' controversy in these pages as of the Stym, single card and original method of knocking-off.

promises. Of these 522 have voted, so we've still got 1,132 to get in. Staverton Road and Salcombe Road are polling badly, so we're sending our best batch of knockers-up there with a registered car, and we've asked Central for a loudspeaker car to go with them. We've promised to get in a quota of 1,500 votes, so we've 978 still to go, and we'll break our necks to get them."

### Marking off

(ii) When voting is heavy the marking-off often falls behind the flow of numbers from the gate-minders. This is principally caused by the difficulty of marking off an elector whose record is out for knocking-up.

In different parties they use various methods of marking-off, but all of them are wasteful and defective. When the numbers come in they are marked off the marked register or promise cards or whatever other list of promises is used. But some of the streets of these promise lists or cards are out being knocked up. For these cases the gate number has to be held in suspense, in some form or other, until the knockers-up return with the records of the street concerned.

In some parties the practice is to leave the numbers unticked on the gate-list until the promise list (or cards) comes back, and mark them off then. In others all the numbers are ticked off the gate-list but a separate note is made of those which haven't been marked off, and that note is attended to when the list comes back.

Yet another method is to use a tray



# METHODS SAVE TIME

records were the subject of when the virtues and defects of the various systems were debated. Here is an example of a system used with success in Reading.

Each committee room contains a duplicate set of index cards, bearing nothing but the elector's registration number, and throw the cards out of the tray as people vote; in this case, it is a card which is held in suspense until the promise list comes back.

In every case, whichever method is used, the gate-list can't be dealt with completely when it is received and a further operation has to be carried out when each promise-list or set of cards comes back with a knocker-up. It is this double operation which is a major cause of committee rooms falling behind in marking off.

(iii) It is also a major factor in reducing the amount of knocking-up that is done. If several knockers-up come back at once with different streets, those streets (or at least some of them) may have to wait some time before they are made up-to-date with the numbers held in suspense, and therefore they are not available to be sent out again.

## Basic Trouble

The basic trouble is that we are trying to use one record, the promise list or set of promise cards, to serve two different purposes in two different places: (i) to instruct the knocker-up out in the street, and (ii) to contain an up-to-date list of who hasn't voted, which can be kept up-to-date only in the committee room. And records are like people—they can't be in two places at once doing two jobs at once.

(iv) Far too often knockers-up spend far too high a proportion of their time,

and especially of the three precious hours between 6 p.m. and 9 p.m., transporting themselves (or being transported) from the committee room to their street, and then standing or sitting in the committee room waiting for fresh instructions. That's why far too many committee rooms become social centres or tea-parties.

Analysing these defects indicates two basic requirements for making the best use of the time of knockers-up, which, on polling day, is our most precious commodity. First, the list given to the knocker-up must be one which is outside the committee room system, and therefore hasn't got to have any work done on it in the committee room—i.e., one which is expendable. Second, the knocking-up lists must be taken to the knockers-up out in the streets instead of their having to come and fetch them.

It's always easier to get enough messengers than to get enough knockers-up, and so we shouldn't use knockers-up to do messengers' work, which is what they are doing when they are walking or riding to and from the committee room to return or pick up lists.

## Eightfold Sets

During the last election in Reading we got one of the office stationery manufacturers (name on request) to make up for us eightfold sets. Each of these consists of eight quarto sheets of typists' copy-paper, bound together across the top with a half-inch band of heavier coloured paper, and interleaved with one-time carbons.

Lists of Labour promises are typed on them in two columns. What is typed is a copy of what appears in the register (street name as a heading, then registered number, surname, forename, number of house), except that we insert only enough of the forenames to indicate whether the elector is a man or a woman.

Streets which are not long enough to take more than one column are typed two on a page, and then the eightfold set is cut down the middle (unless it consists of two streets which are adjacent on the register, in which case they can be left together).

In each of our committee rooms they fastened down these lists, in alphabetical street order (which is also, of course, registered number order), on their trestle-table. As the numbers came in, the rela-

tive line on the list was crossed through with a hard pencil or a ball-point, using a ruler.

When they sent a knocker-up to a street they tore off the top copy of the eightfold set and gave it to him: it was, of course, an up-to-date list (barring the time-lag coming from the gate) of the promises in that street who hadn't yet voted. There remained on the table seven interleaved copies, and these continued to be marked off as the numbers came in. When the time arrived for the second knocking-up the second copy was torn off the eightfold set and sent out: again it was bang up-to-date.

When knockers-up finished a street they threw the promise-list away. It wasn't wanted any longer: there were plenty more, and more up-to-date, in the committee room. We were thus able to do three things: first, we could do as much knocking-up in each street as was required—seven times if need be; second, we saved the time of knockers-up by not requiring them to return any lists; and third, we were left at the end of the day with a list, in readily usable form, of Labour promises who hadn't voted.

### Three Essentials

In different polling districts the people in charge used slightly different methods to service and control knockers-up, but in every case their methods had to ensure three things: first, that no knocker-up had to go more than a very short distance to get his instructions; second, that every knocker-up was fed with a new knocking-up sheet immediately he'd finished (or in some cases before he'd finished) the one he was on; and third, that no knocker-up, once he had left the committee room, ever had to go back to it.

In our best-run polling districts knockers-up were grouped in teams, each with a team-leader, and each team was allocated to a sub-area of only a few streets. In that sub-area they had either a meeting room or a meeting point in the street arranged in advance. The knocking-up sheets were fed by messengers to these meeting points. (If, however, the messenger ran into the team-leader on his way to the meeting point, or knew where he was, he would give the lists to the team-leader in the street.)

Every committee-room helper, every team-leader, every knocker-up and every messenger was given a sheet of instruc-

tions. The following extracts from the instruction sheet for knockers-up will show how the system worked:

"1. **ROAD SHEETS.** For marking off Labour voters who have polled, the system of road sheets—one top and seven carbon copies—eight in all—will be used.

"2. **JOB OF KNOCKERS-UP.** (a) *From 9 a.m. to 6 p.m.* knocking-up will be accomplished by the use of the marked register, and all roads should be knocked up at least once in the morning and once in the afternoon if only to remind Labour voters that they must vote that day.

"(b) *From 6 p.m.* Road sheets will be used.

"3. **AREAS.** Each polling district will have one committee room—but the polling district will be divided into two, three or four sub-areas as occasion demands. Each sub-area will have a sub-committee room or meeting point, and each sub-area will be administered by a team-leader. The responsibility of the team-leader will be to organise the knockers-up for his sub-area so that the maximum Labour votes is polled from his sub-area. A messenger should be attached to each sub-area taking sheets from the committee room to the sub-areas.

"4. **COMMITTEE ROOM MARKING-OFF.** The Committee room will be crossing off all day the names of Labour voters who have polled ready for the evening effort, and will make available to the messengers, in envelopes, at the times listed in paragraph 5, one of each of these sheets for the messengers to take to the team leaders.

"5. **METHODS OF KNOCKING-UP.** At 6.0 p.m. 7.0 p.m. 8.0 p.m.

6.30 p.m. 7.30 p.m. 8.30 p.m.  
up-to-date road sheets will be brought by the messengers to the meeting points from the committee room, and all knockers-up should assemble at the meeting points at these times.

"Messengers to take these road sheets should report to the committee rooms at:

5.45 p.m. 6.45 p.m. 7.45 p.m.  
6.15 p.m. 7.15 p.m. 8.15 p.m."

The most important result of all this is that our knockers-up were knocking-up for every single minute of every hour that they were with us. And we believe that that single fact contributed a great deal to our victory.

IAN MIKARDO



# NOW EXAMINE OUR PROPAGANDA

THE Party has set up a Committee of inquiry into Party organisation. The Committee has very wide terms of reference, but it is doubtful whether it will review the adequacy of the Party's propaganda efforts.

A Public Opinion survey showed just before the last election that no fewer than 40 per cent of those who had voted Labour in 1951 believed that there was no fundamental difference between the parties.

This appears to me to point to the main reason for Labour's failure in the election campaign. The policy expressed in *Challenge to Britain* was a forthright and coherent one and represented the result of agreement between the various strands of opinion in the Party. But Labour failed adequately to get this message across to the voters.

It was the usual trouble of aiming at compressing the propaganda work that should have taken three years into a three weeks' election campaign. An outstanding example of this was the failure adequately to prepare the public for the decision to take over I.C.I., and properly to publicise the achievements of the existing public industries.

The lesson for the future is that we must extend Labour's extra-Parliamentary activities as much as possible so as to increase the awareness of what Labour stands for. At the moment there are educational talks to Labour Party members in abundance—the present writer himself often gives such talks and believes in their value. But they are no substitute for contact with the public. This means more canvassing and more indoor and outdoor meetings.

To carry out such a programme of meetings, it is important to ensure a supply of trained public speakers. The lack of such speakers appears to be one of the main reasons for the failure of local parties to attempt to hold public meetings. In my view, this calls for the setting up of a central speakers' school such as the Tory Party already possesses.

Some argue that public meetings are an outmoded form of propaganda. But

the Tories do not believe this. Witness the number of open-air meetings that they are now holding.

The Tories are now ahead of Labour in presenting their case to the public with sustained vigour. We should begin immediately to re-examine our whole propaganda effort with a view to greatly increasing its effectiveness as rapidly as possible.

C. FORD

## 1955 DIARY

ORGANISATIONS are invited to send in their orders for the Labour Party Diary for 1956, supplies of which are now available. The Diary for the coming year is also provided with an elastic loop, as well as a pencil.

Material in the information section of the Diary includes the composition of the Committee of the Parliamentary Labour Party, full list of the Labour Members of Parliament in the new House, Labour Members of the House of Lords, General Election data, including votes cast, Party gains and losses, small and large majorities, the names of all Prime Ministers during this century, Departments at Head Office, details of subscription services, addresses of Regional Organisers, Labour Party Conferences and the membership of the Labour Party. All other information which is usually given in diaries is included, such as Lighting-up Times, Postal Information, Moon's Phases, Sun's Risings and Settings, Bank and Public Holidays, Personal Memoranda, and a section for addresses.

There is no increase in the selling price of the Diary, which will be 2s. 6d., by post 2s. 9d. Quantity rates are as follows:

By Post	£	s.	d.	By Post	£	s.	d.
1 copy		2	9	24 copies	2	8	0
6 copies		12	9	36 copies	3	10	0
12 copies	1	5	0	50 copies	4	12	0
18 copies	1	17	0	100 copies	9	0	0

Cash must be sent with all orders.

We hope to have sufficient supplies to meet all orders but we will, as in previous years, deal with orders in strict rotation.

# Make them feel they're wanted

NOW let's take this local party with the garrulous chairman, the faithful core of members and the old calendar on the wall.

It doesn't do so badly at election times: there's a real burst of activity, with speakers booked, canvassing organised, bills appearing everywhere. Afterwards, though, the commando squads melt away and once more it is the familiar faces who gather in the dusty room to hear the minutes of the last meeting.

Not for the first time the chairman says something about making the meetings more interesting. Somebody else suggests changing the time of the meeting. Finally, a social is suggested. And a social it is.

That doesn't really dispose of the problem of getting in touch with the majority—the passive majority—of members between elections.

Isn't there *anything* that will persuade them to turn up at meetings occasionally?

Well, this is what I'm going to suggest this winter.

It's no use trying to keep *everybody* up to a high pitch of enthusiasm, and whatever you do it is not likely that you will create much of an impression on the majority of members.

Trying to do too much can mean that you end up achieving nothing.

Right. Now we can start thinking how to tackle the problem. Why not, as a first effort, concentrate on, say, ten or twenty members—no more—who do not usually turn up for meetings?

1. *Send out special letters drawing attention to the next meeting, inviting attendance. Enclose the Party's latest pamphlet.*
2. *During the weeks following the meeting, call on those who did not turn up in response to the letters. (Incidentally, those who did turn up should have been welcomed openly, not merely given a nod and allowed to sit in the corner.)*
3. *Send out letters again before the next meeting. More pamphlets at a later date.*
4. *Another call after three months.*

The idea is that the resources of the

local party should be directed at influencing a strictly limited number of people. For **six months** every effort should be made to persuade these people to enter into the activities of the party, or at least to educate them on the political issues of the day and the Labour viewpoint.

At the end of six months a final visit should be paid to those who have shown signs of responding.

In the next six months another group should be given similar treatment.

Even if only three or four people respond sufficiently to attend meetings, the scheme will still be worth while. The others will have derived a certain amount of benefit, and after four or five treatment periods of six months the party will be able to count on a sizeable group of informed people in the district.

If this scheme were put into operation not just by one local party, but throughout the country—and especially in marginal seats—think what it would mean! The Party would be able to count on tens of thousands of people equipped to discuss intelligently the issues thrown up during an election.

Well, if my local party doesn't like it I suppose they'll hold a social. But even socials, I think, ought to be held regularly, so that more and more members get to hear about them and get into the habit of attending them.

F. D. BARBER

## More Practical Training

IN the agenda for the annual conference at Margate, under the heading, 'Party Organisation and Agency Service', appear 31 resolutions, the majority of which call for an increase in the number of full-time agents, to be appointed on National Executive Committee.

Demands for additional financial assistance from national sources have been increasing in volume since 1946 and, of recent years, have been emphasised by the Agents' Union.

It has become apparent that efforts to



recruit the right type of person into the agency service, through one reason or the other, i.e., salary, security of employment, etc., have failed. This is confirmed by the number and quality of applicants who have applied for posts, many of which are looked upon as 'plums' in the agency service. Indeed, on many occasions two or more attempts have been made through advertisements and other means to secure sufficient good quality applicants from which a selection could be made.

It is evident that the present system of recruitment and appointment is not successful. The mere fact that future appointments may be the financial responsibility of the National Executive is not enough. Indeed, security of employment, with a possible increase in the present rates of salary, might well have the effect of encouraging the wrong type of applicant.

More is required, and I suggest that some thought could be given to the following suggestion.

A national panel of prospective agents should be prepared. Regional officers, who in most cases are the best judge of persons within their regions, should, after careful investigation, forward names for inclusion on this panel, from which all future appointments should be made.

Regional officers should be given powers of supervisions over the work and duties of agents. Periodical reports should be called for and, if necessary, recommendations made for the transfer of agents from one constituency to another (many agents would benefit from a change of environment). In this way failures would be weeded out much more quickly than at present. This means increased control over agents, in addition to that already exercised by constituency committees.

The present system of examination for a certificate of proficiency should be overhauled, to pay more attention to the practical side of organisation rather than to theory. The present correspondence course should be retained and linked with the results of oral, and practical examinations, together with a report of the regional officer on the suitability of a student before a 'pass' is awarded. In itself, the possession of a certificate of proficiency should be disregarded as a recommendation of entry into agency service.

The main essentials required for a

successful agent are personality and drive. Given these two qualities, the theory obtained from reference books and the practical experience gained in the movement should result in the new agent becoming a successful agent.

There should also be a willingness to sacrifice personal ambitions to the service of the party. Allowing these as essential requirements, there are sufficient among our present voluntary party officers from which an additional 150 to 200 good agents could be recruited.

It is absolutely impossible to embark upon a large-scale recruitment of new agents unless something is done to secure the application of the right type of person.

ARTHUR JOHNSON

*The Registrar of Study Courses writes:*

The point made by Arthur Johnson regarding the present system of Study Courses for which a certificate of proficiency can be obtained, is rather misleading inasmuch as it could be taken to imply that no examinations were held; that the Course is entirely theoretical; and that the reports and views of Regional Officers are not taken into account. This is not so.

There are two study courses provided by Head Office. The first is the Diploma Study Course which is available to officers and key workers in the Party and those who wish to become Party Agents—the latter are usually enrolled on the recommendation of the Regional Organiser.

One of the conditions of enrolment is that the applicant should have had two or three years' practical experience in a local Party. The reason for this being that the course is based on practical aspects of organisation, administration and electoral procedure, which would be outside the scope of the novice, especially as a certain standard is required.

Following completion of these study papers, examinations are held at convenient centres throughout the country, including Manchester and Liverpool. In every case the Regional Organiser assists at these examinations, and the Diploma is awarded after a 'pass' in

(Continued on page 189)

# SET UP DISCUSSION GROUPS

**N**OW, more than perhaps at any other time, should we endeavour to stimulate serious discussion and study of some of the political, economic and social problems which beset us, and the application to them of our socialist principles.

Political education is not intended to encourage an emotional appeal and devotion to sloganised thinking, but rather to encourage realistic and objective study of important problems.

The task is how to bring this about in a party which is, or should be, busy on so many other things. If, however, one accepts the importance of political education, means can be found. It involves from the start an acceptance of political education as an important part of our work, taking its place with the other things we do, neither dominating nor yet being the 'Cinderella' of our activities.

In London and Middlesex we have tried to ensure this by establishing recognised machinery for the development of this work at regional, area and constituency level. We have found over many years that educational work can best be stimulated if a properly planned educational programme can be offered by the London Labour Party to constituency parties within its area.

We have a Political Education Subcommittee of the London Labour Party Executive Committee, of which I act as secretary. We are fortunate in having on it a good band of men and women who bring to this work great enthusiasm and devotion. They have been able over the years to gather round them a large number of equally talented and enthusiastic

members who, somewhat informally, spread the influence throughout our area.

We have found from experience that it is best to divide the year up into two terms. One runs from after Annual Conference until the local election campaign, and the other from after the local elections up to Annual Conference. The planned series for each term is carefully considered by the committee well ahead of the commencement of each term.

Examples of the kind of subjects we plan for special study during a term are

## by Dora Loftus

as follows:

**BRITAIN'S INDUSTRIES — Public Ownership and Control.** Divided into two Lecture/Discussions: (a) The Nationalised Industries, (b) The Private Sector.

**BRITAIN AND AMERICA.** Divided into three Lecture/Discussions: (a) Inside America—A Worker's View, (b) A United States Slump?, (c) International Policy.

**APPLYING FUNDAMENTAL SOCIALIST PRINCIPLES,** Divided into three Lecture/Discussions: (a) The Classless Society, (b) Political Considerations, (c) Industrial Organisation.

Each term commences with a week-end school, to which are invited constituency Political Education Officers, Discussion Group Leaders and others interested in educational work. They are sent and paid for by their constituency parties.

At the school, lectures are given on each subject, followed by the formal question and answer period, but the greater part of the time is taken up by Discussion Group working in an attempt to train more Discussion Group leaders and to encourage this method of working at ward and section level.

Discussion Group leaders at the school are especially selected for their competence and are invited as part of the staff. It is difficult to assess how far this method succeeds, but there is some evidence that through it progress has been made.

We ask the tutors at our week-end schools to conduct a 'briefing conference' for those on our Speakers' Panel who throughout the term will be booked to lead discussions at ward, section and con-



stituency level, on the subject of the series. We have established in the London Labour Party office a part-time appointment to run a Speakers' Booking Service. During a series several hundred bookings are made.

Our week-end schools and the planned educational work would be of no use whatever without the co-operation of the constituency political education officers. In London we have at the moment a political education officer in every constituency, and in Middlesex we have political education officers in about half the constituencies.

Best progress has been made in parties which have appointed ward political education officers who, with the constituency officer, act as the political education committee for the constituency. These parties have found our week-end schools good training for their education officers. Where they have been able to send one person from each ward, these members have become the pivot around which ward educational activity centres. In some cases, they are discussion group leaders as well and conduct organised discussions at ward meetings after the business is out of the way.

The need for developing this work is not fully appreciated in all parties, and in some cases although an officer is appointed his efforts are not taken up enthusiastically. In these parties the political education officer would be greatly helped if he could have something approaching full officership status. But the good political officer can sometimes be better procured by methods other than the recognised election method which applies to other officers: sometimes a really valuable officer can be hand-picked from among members not yet thrown up into leadership in other party activity. It is a problem sometimes to reconcile the need for giving the political education officer full status and backing when he has not had to run the risk of being rejected at the normal election of officers.

Our political education officers have found it extremely useful to meet together and for this purpose we have one residential and one non-residential conference each year.

An ever-present problem is the fact that our supply of lecturers on our Speakers' Panel always lags very far behind the demand, and this is especially

so for afternoon meetings. We have, therefore, felt it necessary to place some emphasis on the need to develop the Discussion Group technique at ward and women's section level so that local leaders can be used.

I have already mentioned that a large part of the time at our week-end schools is designed to train discussion leaders, but we also run regular classes solely for this purpose, which include an elementary lesson in simple economics so as to equip the would-be discussion leaders with useful background knowledge.

All of us engaged in this work would, I think, readily agree that educational work must be approached with an open mind and that even the organisational structure should not be too rigid. That there must be an organisational structure we are sure, but it must be capable of being adapted, region by region, constituency by constituency, and, of course, to the current educational needs.

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*(continued from page 187)*

course - work and the written and oral examinations.

When applications are made for agency posts, it is natural that consideration should be given to those who have worked to obtain the Diploma.

The other course is for the Grade A Certificate. This is more specialised and covers a wider field. This course, which is run in agreement with the Agents' Union, is confined to full-time practising agents, and in order to obtain the Certificate it is necessary to pass quite a stiff written and oral examination. The reports of Regional Officers on the agents' work are also taken into account.

These study papers in these courses are not just papers thought to be of use to agents and key workers, but are the result of studying the various problems that face them and which are brought to our attention in so many ways, including personal contact. This being so, I do feel that the obtaining of the Diploma, or the Grade A Certificate should be a recommendation. It must be realised that these are only awarded after months of attention being given to the study papers and a satisfactory standard has been achieved.

# A DOORSTEP APPROACH

TO WIN NEW MEMBERS

I HAVE always been one of those constantly advocating an increased membership of our Party, so when the General Committee decided on a special campaign, I felt I had to show some real results.

All the experts tell us, in their various ways, of just how easy it all is. But they never tell us about those stock questions that are always asked, nor about the answers we ought to be able to give.

Will you come with me as I re-tread the streets and let me tell you of the actual questions and answers met with on that campaign?

There had been a delivery of the leaflet *Welcome to the Labour Party*, to known Labour supporters in a selected area. Stapled to the leaflet was a printed slip stating that it was left with the compliments of the Constituency Labour Party and asking the recipient not to destroy it as canvassers would be calling in a day or two. This gave us all an opening when we knocked on the doors.

A lady answered the door at my first call.

Me. "Good evening, Mrs. Smith, sorry to disturb you but a few days ago you received a form like this (showing our leaflet) inviting you to join the Labour Party, and I have called to ask if you or your husband or both of you have considered this."

Mrs. S. "Just a minute." (calls husband.)

Me. "I have just been asking your wife if you have considered this leaflet about the Labour Party."

Mr. S. "Oh, yes—we got it, but we haven't bothered about it."

Me. "Maybe you don't know what being a member of the Labour Party entails. Well, that's easily explained, for a fee of 6d. per month—not very much you'll agree—in fact less than a box of matches per week—you can be a member of the Labour Party. This enables you to attend all the meetings of the Local Party, to

take part in choosing your local candidates for the Council. To bring to light complaints and suggestions—and get them discussed. To express your opinions on almost any subject to do with local or national policies. For the ladies we run a special Social Section; they have Whist and Beetle Drives; organise trips to London and the seaside, Christmas parties for the children and various other events."

Mr. S. "That's all very nice but I really haven't the time to attend meetings. I belong to various organisations—and we have young children."

Me. "Yes—you are the same as most of the people on the estate whom I have met, but most of them I have asked say they would like to belong to the Labour Party even if they are unable to take an active part. They are prepared to pay the 6d. per month, feeling that by doing so they are helping the Party to carry on, 6d. a time isn't much but, with a large membership it mounts up. It costs about £30 for a local election and your 6d. helps to pay for this. We rely on the working people, such as yourselves for our money."

Mr. S. "All right, you can put me down—do you want any money now?"

Me. "Yes—6d. please—I will write you out a membership card now. What about your wife, would she like to join as well?"

Mr. S. looks at wife, she considers.

Me. (Persuasively) "We have quite a number of your neighbours in the Party, so you wouldn't be alone."

Mrs. S. "Yes—I will join as well."

(Collect further 6d.—issue *Woman's Membership Card*—say "Goodnight" and "Thanks".)

I made my second call.

Me. "Good evening, Mr. Jones, sorry to disturb you but a few days ago we placed a leaflet through your door like this (showing leaflet) in-



- viting you, and your wife, to become members of the Labour Party. We have done so because, this being a new estate, we felt we should like to give everyone the opportunity of joining the Labour Party. We have found the membership of the party has fallen in the older parts of the town, understandably so when the young married couples have moved to the new housing estates. So that is the reason for my visit to-night, have you considered joining?"
- Mr. J. "No—I pay the political levy at work. I think I'm doing my bit by paying that."
- Me. "Good—I am pleased to know you are helping the Labour Party in that way. You may not know that the Trade Union political fund has to be used in many, many ways. Some is used for sponsoring Parliamentary candidates — this could cost around £1,000 for each of their candidates. "Our M.P. is not a sponsored candidate and his recent election cost £800, all had to be found by the local party. Some T.U. candidates for local elections get grants but this only pays for part of a local election, which costs about £30. Others, of course, get nothing so the whole expense falls on the local party. For this reason we must rely on Individual Membership subscriptions and functions to raise the cash. No big business ever gives us any of their thousands—and I don't blame them. We never pretend to look after their interests, our concern is with looking after the interests of the ordinary people such as you and I."
- Mr. J. "All right—I will pay for the year, that will be 6s., won't it?"
- Me. "Well no—I can make you a half-year member as it is July now. So that will be 3s. unless you would like to join the wife. We have a lot of wives joining now, for you know we need them as no one can organise Children's Parties and such events like them."
- Mr. J. "All right—put us both down."
- Collect two new members — say "Good-night" and "Thanks".)

The third call brought the following response:

- Me. "Good evening, Mrs. Brown, have you received a leaflet like this? (showing leaflet again). Asking if you and your husband would be interested in joining the Labour Party."
- Mrs. B. "Yes—but I shall have to look for it."
- Me. "You have no need to, I don't require the leaflet back, but have you read it?"
- Mrs. B. "No—I believe my husband has but he is at work now."
- Me. "Well I shall have to call and see him another day. Did he discuss it with you at all?"
- Mrs. B. "No."
- Me. "Well what about yourself? Have you considered joining?"
- Mrs. B. "How can I join? —I have three young children—I can't go anywhere."
- Me. "That's just what all the young wives in my ward said when I first asked them to join. Do you know—every member of my ward party has young children, for we are mainly from the council estates, but they all find time to go to the Beetle Drive that is run by the Ladies' Social Committee of the ward every Thursday evening. They all look forward to this little get-together every week, and the men are happy to stay in that night to enable their wives to have their night out at the Drive. It is always over by nine o'clock, anyway, to allow for the shift workers. As I have been canvassing many of your neighbours have said they would like something like that to be started round here, don't you agree?"
- Mrs. B. "Yes, all right—join me and I will ask my husband to join when he gets home."

Of course, we met the type whom no amount of persuasion will induce to join any political party. However, summing up, I find that most calls are, to a large extent, a repetition of the three outlined.

Don't ask at the start if they are interested, or do they wish to join the Labour Party, ask them if they have **CONSIDERED** joining. This makes the person you are talking to stop to think, instead of the normal instant reaction to someone on the doorstep.

**J. A. Sturman**



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already placed firm orders for  
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to double this very soon!

- IMMEDIATE DELIVERY
- REPEAT ORDERS ACCEPTED UNTIL DECEMBER 10th.
- MONTHLY ACCOUNTS WITH FULL DISCOUNT FOR ALL CONSTITUENCY PARTIES
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